



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

SRH Media Inc.
2204 Countryside Drive
Silver Springs, MD 20905

Contract # 198286

Schedule Dates 10/11/12-10/16/12
Advertiser Sobhani for Senate (16132)
Agency SRH Media Inc. (3168)
Product Political-Political (1088)
Brand Sobhani 10/10-10/16 (72539)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Hazleton, Steve
Phone/Fax /
CPE SOBHANI/US SENATE MD/10/10-10/16
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 10/10/12
Last Modified 10/10/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$19,365.00
Net Total \$109,735.00
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Oct. 2012
Grand Total:
Spots 65
Rate \$129,100.00
\$129,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A						1	2		3	\$700.00	\$2,100.00	WJLA Arlington (WJLA)		10/10/12
2.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A						2	1		3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		10/10/12
3.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA						2	1		3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		10/10/12
4.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON						2	1		3	\$1,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/10/12
5.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)						1	2		3	\$800.00	\$2,400.00	WJLA Arlington (WJLA)		10/10/12
6.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P						2	1		3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/10/12
7.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P						1	2		3	\$3,200.00	\$9,600.00	WJLA Arlington (WJLA)		10/10/12
8.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	6:58P- WHEEL OF FORTUNE						2	1		3	\$4,500.00	\$13,500.00	WJLA Arlington (WJLA)		10/10/12
9.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	7:27P- JEOPARDY						1	2		3	\$5,000.00	\$15,000.00	WJLA Arlington (WJLA)		10/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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10.0	Normal Line / SPOT	10/11/12-10/14/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P					2				2	\$3,600.00	\$7,200.00	WJLA Arlington (WJLA)		10/10/12
11.0	Normal Line / SPOT	10/12/12-10/12/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P					1				1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/10/12
12.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	12:02A- ABC- JIMMY KIMMEL					1	2			3	\$700.00	\$2,100.00	WJLA Arlington (WJLA)		10/10/12
13.0	Normal Line / SPOT	10/11/12-10/12/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A					2	1			3	\$200.00	\$600.00	WJLA Arlington (WJLA)		10/10/12
14.0	Normal Line / SPOT	10/13/12-10/13/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA SAT						1			1	\$600.00	\$600.00	WJLA Arlington (WJLA)		10/10/12
15.0	Normal Line / SPOT	10/13/12-10/13/12	3	:30	11:30P- NEWS-ABC 7 NEWS @ 11P						1			1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/10/12
16.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							1		1	\$600.00	\$600.00	WJLA Arlington (WJLA)		10/10/12
17.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		10/10/12
18.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	6P- ABC-ABC WORLD NEWS TONIGHT								1		\$2,000.00		WJLA Arlington (WJLA)		10/10/12

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18.0.1	Preempt	10/14/12															WJLA Arlington (WJLA)	No Avail/Exception -	
19.0	Normal Line / SPOT	10/14/12-10/14/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/10/12
20.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A		1	1						2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		10/10/12
21.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1	1						2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		10/10/12
22.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1						2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		10/10/12
23.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1	1						2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/10/12
24.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1	1						2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		10/10/12
25.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1						2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/10/12
26.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1						2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)		10/10/12

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27.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	6:58P- WHEEL OF FORTUNE	1	1	1						2	\$4,500.00	\$9,000.00	WJLA Arlington (WJLA)		10/10/12
28.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	7:27P- JEOPARDY	1	1	1						2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		10/10/12
29.0	Normal Line / SPOT	10/15/12-10/15/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1								1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/10/12
30.0	Normal Line / SPOT	10/16/12-10/16/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1		1						1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/10/12
31.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A	1	1	1						2	\$200.00	\$400.00	WJLA Arlington (WJLA)		10/10/12
32.0	Normal Line / SPOT	10/15/12-10/16/12	3	:30	12:02A- ABC-JIMMY KIMMEL	1	1	1						2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		10/10/12

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Date:

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Date: 10/9/201

Fax:

WJLA-TV

Program	Start Time	End Time	Day	Week	Genre	Rating	Viewers (Millions)	Advertisers	Notes
M-F 5a-6a	5:00 AM	6:00 AM	Monday-Friday	Week 1	News	TV 14	0.30	1	1
gm w	6:00 AM	7:00 AM	Monday-Friday	Week 1	News	TV 14	0.30	1	1
M-F 6a-7a	6:00 AM	7:00 AM	Monday-Friday	Week 1	News	TV 14	0.30	1	1
gmw	7:00 AM	8:00 AM	Monday-Friday	Week 1	News	TV 14	0.30	1	1
M-F 7a-9a	7:00 AM	9:00 AM	Monday-Friday	Week 1	News	TV 14	0.30	1	1
gma	9:00 AM	10:00 AM	Monday-Friday	Week 1	News	TV 14	0.30	0	0
M-F 9a-10a	9:00 AM	10:00 AM	Monday-Friday	Week 1	News	TV 14	0.30	0	0
live with kelly	10:00 AM	11:00 AM	Monday-Friday	Week 1	News	TV 14	0.30	0	0
M-F 10a-11a	10:00 AM	11:00 AM	Monday-Friday	Week 1	News	TV 14	0.30	0	0
rachael ray	11:00 AM	12:00 PM	Monday-Friday	Week 1	News	TV 14	0.30	0	0
M-F 11a-12n	11:00 AM	12:00 PM	Monday-Friday	Week 1	News	TV 14	0.30	0	0
the view	12:00 PM	1:00 PM	Monday-Friday	Week 1	News	TV 14	0.30	1	1
M-F 12n-12:30p	12:00 PM	12:30 PM	Monday-Friday	Week 1	News	TV 14	0.30	1	1
noon news	12:30 PM	1:00 PM	Monday-Friday	Week 1	News	TV 14	0.30	1	1
M-F 12:30p-1p	12:30 PM	1:00 PM	Monday-Friday	Week 1	News	TV 14	0.30	1	1
millionaire	1:00 PM	2:00 PM	Monday-Friday	Week 1	Game Show	TV 14	0.30	0	0
M-F 3p-4p	3:00 PM	4:00 PM	Monday-Friday	Week 1	Game Show	TV 14	0.30	0	0
anderson	4:00 PM	5:00 PM	Monday-Friday	Week 1	Game Show	TV 14	0.30	0	0
M-F 4p-5p	4:00 PM	5:00 PM	Monday-Friday	Week 1	Game Show	TV 14	0.30	0	0
katie counc	5:00 PM	6:00 PM	Monday-Friday	Week 1	Game Show	TV 14	0.30	1	1
M-F 5p-6p	5:00 PM	6:00 PM	Monday-Friday	Week 1	Game Show	TV 14	0.30	1	1
news	6:00 PM	7:00 PM	Monday-Friday	Week 1	Game Show	TV 14	0.30	1	1
M-F 6p-6:30p	6:00 PM	6:30 PM	Monday-Friday	Week 1	Game Show	TV 14	0.30	1	1
news	7:00 PM	7:30 PM	Monday-Friday	Week 1	Game Show	TV 14	0.30	1	1
M-F 7p-7:30p	7:00 PM	7:30 PM	Monday-Friday	Week 1	Game Show	TV 14	0.30	1	1
wheel	7:30 PM	8:00 PM	Monday-Friday	Week 1	Game Show	TV 14	0.30	1	1

Date: 10/9/201

Bill To:

10/10/2012

10/16/2012

Affiliation: ABC

Phone:**Fax:**

Days	Wed	Thu	Fri	Sat	Sun	Mon	Tue
Dur	10/10	10/11	10/12	10/13	10/14	10/15	10/16

**Total
Spots**

WJLA-TV

[illegible]

Sobhani Oct. 10-16

Date: 10/9/201

Client: Sobhani
Media: TV
Product: N/A
Primary Demo: Adults 35+

Flight Start Date: 10/10/2012
Flight End Date: 10/16/2012

Vendor: WJLA

Bill To:

Affiliation: ABC

Phone:
Fax:

Daypart	COST	Days	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
		Dur	10/10	10/11	10/12	10/13	10/14	10/15	10/16	Spots

Washington, DC Oct12 Proj. (Oct11 HUT, May12 SHR) DMA Nielsen Live Only

WJLA-TV
Su 11p-12:05a news \$1,800.00 ✓ 30 0 0 0 0 0 0 0 1

Total Spots: 12 12 12 3 5 12 12 68

Total Cost: \$133,100.00
Total
OCT 12 \$133,100.00 68